

CHAPTER I

INTRODUCTION

In this chapter, the researcher would like to explain briefly the underlying theory relevant to the research objectives. The basic theories covered the understanding of research background, research problems, research purpose, research significance, scope and limitation, and definitions of the key terms.

1.1 Research Background

Nowadays, *Instagram* is one of new society communications media or social media that reach much people's attention which is being a media for photo and video sharing. Similar to most social media application, the intention of *Instagram* is to connect the users with their friends, family, colleague, and other users with similar interest. *Instagram* was created in October 2010 by Kevin Systrom and Mike Krieger as social media for photo and video sharing. Then, on April 2012 it was purchased by Facebook (Desreumaux, 2014).

There are some terms of *Instagram* panel in order to make the users comfortable and interested. They are followers, Instagram Stories, Direct Message, Uploading Photos and Videos, Edit Photos, and Caption (Islami, 2017). Before uploading a photo, users can add a short or long description to identify and introduce a photo or video based on what the users think about. To introduce and identify photos in *Instagram*, the users are able to use caption. Caption contains four parts: emoticons, aroba (@), verbal expression, and hashtag (#).

Hashtag is the (#) symbol which is placed in front of word or phrase and it gives the description related to the post by using key word. A hashtag is tag used to describe topics on social media networking and it gives an indication what the post is about. They help people to search, find photos and add photos to current trends because it is searchable on *Instagram*. Nowadays, those hashtag often make a 'new terms' that are happening and used in daily life. Hashtags that are formed on *Instagram* also give contribution in making some 'new terms' that are related to 'alphabetism'.

Alphabetism is one of two types of acronym (Zapata, 2007). There are two types of acronym: (a) acronyms that are pronounced as a word, and (b) acronyms which are pronounced as sequences of letter, are called as 'alphabetism'. The examples of acronyms that are pronounced as a word are IRO 'International Relation Office', and ELED 'English Language Education Department. The other examples of acronyms that are pronounced as sequences of letters are IMF 'International Monetary Fund', and WTO 'World Trade Organization'.

The above discussion is based on theoretical consideration. Empirically, this topic has been investigated by Trisnanda (2012), Ni'mah (2012), and Kusumaningsih (2004). According to Trisnanda (2012), she conducted research with the title is "Word Formation Used by the *Alay Twitter* User in *Tweeting*". She investigated the *Alay* words found by *Twitter* user in *Tweeting* and also the lexical meaning of those words that is used by *Alay Twitter* user in *Tweeting*. She found 82 (eighty two) *Alay* words in composing *Tweet*. The next research are

conducted by Ni'mah (2012), she conducted the research with the title is "The Words Formation of the *Alay* Language Used by *Facebookers* in Status Update on *Facebook*". This research investigated the *Alay* language used by *Facebookers* in status update especially Indonesia words. The research object is the people who are use *Facebook* app or called as *Faceebookers* especially Indonesian *Facebooker*. The next research was conducted by Kusumaningsih (2004), she investigated kind of Indonesian acronyms are found in the selected Jakarta Post articles and also the frequency of occurrence of each kind of Indonesian acronyms found in the selected Jakarta Post. She analyzed Indonesian acronym which are translated into English which are found in the selected Jakarta Post articles. She concluded that the initialism accured mostly in all article. It was more than half of the whole occurence (67%). In other word, almost all of the selected Jakarta post articles consisted of initialism and most of the initialism were acronyms for private organization.

Based on the previous explanation and discussion, it is clear that there is no research that has investigated Alphabetism found on *Instagram* hashtag. Therefore, the researcher would like to conduct a research with the title "Alphabetism Found on *Instagram* Hashtag (#)".

1.2 Research Problems

The research probems are stated as follows:

1. What Alphabetisms are found on *Instagram hashtags*?
2. What are the meaning of Alphabetism found on *Instagram hashtags*?

1.3 Research Purposes

The research purposes are formulated as follows:

1. To know Alphabetisms found on *Instagram hashtags*
2. To know the meaning of Alphabetisms found on *Instagram hashtags*

1.4 Research Significance

The research significance in this research was explained in the term of theoretical consideration and the empirical one. Theoretically, it was expected that this research provide valuable contribution to enrich the study of word formation processes, especially about alphabetism found on *Instagram* hashtag. Empirically, in this research the lecturer can gain a lot of information about alphabetisms that are appeared on social media (mostly on *Instagram*). It is hoped for the lecturer to know about the increasing online media that are popular in this recent years and can put it in the new information in the teaching of language knowledge especially in Morpho Syntax class. Then, might this research can be useful for the researcher to understand more about word alphabetism and mess media.

1.5 Scope and Limitation

The discussions of this research were limited in order to focus the writing and to avoid a broad discussion. The researcher would only focus on the alphabetism that found on *Instagram hashtag*. In specific, this research focused on finding out the meaning of alphabetism that found on *Instagram hashtag (#)*. The

limit of the participant of this research was the instagram's account that the researcher follows who were using the alphabetism hashtags on the post during the research. The observation was based on the posts that are uploaded by followings that consist of hashtag related to alphabetism. The posts that observed were appeared at the accounts that are followed by the researcher. This research's observation was conducted in 1 month (February, 1st 2018 to March, 1st 2018).

1.6 Definitions of the Key Terms

The definitions of key terms are stated as follows:

1. Alphabetism is type of acronyms which are pronounced as sequences of letters (Zapata, 2007).
2. *Instagram* is the number one social platform photo and video sharing which is created on October 2010 by Kevin Systrom and Mike Krieger (Desreumaux, 2014).
3. Instagram Hashtag (#) is tag which is used to describe topics on Instagram social media networking and it gives an indication what the post is about (Herman, 2014).